File

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/MAY 6, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, MAY 3, 1963		
Thursday May 2 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN(410 E.54TH ST.)	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
	Awards will be presented to students at evening show by designer critics: Donald Brooks; Helen Lee; Norman Norell; Mona Roset; Ferdinando Sarmi; Jeanne Campbell of Sportwhirl; David Kidd of Arthur Jablow; John Moore of Talmack; Anthony L. Muto of Arkay Juniors; Jacques Tiffeau of Tiffeau-Busch. Prices: $3.00 (afternoon and evening); $6.00 (evening, reserved). Contact: Alvin Appel, PL. 9-2214.		
Thursday May 2 4:00 P.M. Cocktails	PREVIEW: SHEPARDESS BACK-TO-SCHOOL FASHIONS	AMERICAN CYANAMID COMPANY	SHERRY NETHERLANDS CARNAVAL ROOM
	Presentation of "French Lessons"--back-to-school fashions in fabrics of Creslan acrylic fiber by Shepardess of New York and Enfantillage of Paris. For press and retailers, by invitation. Contact: Dorothy Ashton, PL.3-7385.		
May 3	OHRBACH'S RELEASE DATE--International Sportswear collection.(No Press Show)		
Just Released	SPRING 1964 COLOR CARDS	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
	Spring-Summer color cards. Contact: Ann Mulligan, MU. 5-5881.		
Sunday May 5 3:00 P.M.	FALL FASHIONS IN LOS ANGELES	WAYNE FULLER, INC. (122 E. 7TH ST.,L.A.)	BEVERLY WILSHIRE HOTEL SANS SOUCI ROOM
	Wayne Fuller will present his Fall collection of cottons, silks, and lightweight wools. By invitation. Contact: Dick Steiner, MA. 7-5461 (L.A.).		
	WEEK BEGINNING MONDAY, MAY 6, 1963		
Monday May 6 8:30 A.M. Breakfast	FALL FASHIONS IN LOS ANGELES	WERLE (626 N.ROBERTSON)	SHERATON-WEST HOTEL GARDEN ROOM
	Don Werle will present a breakfast showing of his Fall fashions. Show at 9:00 A.M. By invitation. Contact: Jose Fernandez, OL. 5-8926.		
Monday May 6 11:30 A.M.	FALL-WINTER FASHIONS IN LOS ANGELES	MARUSIA ORIGINAL (165 N.ROBERTSON)	BEVERLY-WILSHIRE HOTEL LE GRAND TRIANON
	Preview of Marusia Original and Marusia Bazaar Fall-Winter collection of coats, suits, dresses, costumes, cocktail, and evening gowns. By invitation. Thereafter by appointment. Contact: Olympia 2-7730 or OLeander 5-9501.		
Monday May 6 12:30 P.M. Luncheon	FALL FASHIONS IN LOS ANGELES	TRAVILLA (853 N.LA CIENEGA)	BEVERLY-WILSHIRE HOTEL LE GRAND TRIANON
	Travilla will present his Fall collection for press and buyers. By invitation. Continuous thereafter in showroom. Contact: Gina Cord, OL.2-0723.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 6 6:00 P.M.	FALL FASHIONS IN LOS ANGELES	BUD KILPATRICK (2139 STONER, WEST L.A.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
	Bud Kilpatrick will present his Fall fashions. By invitation. Contact: BRadshaw 2-1178(L.A.). Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday May 6	FALL-WINTER RAIN-WEAR AND OUTERWEAR	MARCH & MENDL, INC.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Opening of Fall-Winter "Storm Play" collection including on & off the slopes ski jackets. Continuous showings. Publ.: Marion Cook, LA. 4-7942.		
Tuesday May 7 10:30 A.M.	OPENING: COMPLETE FALL COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Handmacher-Vogel will present their complete Fall collection of double knit and wool suits. Contact: Norma Rousseau, LO. 4-7832.		
Tuesday May 7 11:15 A.M.	MEN'S AND BOYS' FALL WOOL KNITWEAR	WOOLKNIT ASSOCIATES	TIME & LIFE BLDG. AUDITORIUM-THEATRE
	"Woolknit Horoscope" fashion show, followed by luncheon. By invitation. Publicity: Eleanor Kairalla, MU. 8-1171.		
Tuesday May 7 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
	Designs by students at their sixty-third annual fashion show. Show at 4:30 P.M. By invitation. Contact: Barbara Livesy, MA. 2-2200.		
Wednesday May 8 2:30 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London's couture rainwear collection for Fall. By invitation. Showings thereafter, by reservation, June 3, 4, 5, 6, 7, 10, 11, 12, and 13 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.		
Wednesday May 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION	TUDOR SQUARE SPORTSWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Showing of Fall sportswear and coordinates by Tudor Square. Show at 4:30. By invitation. Thereafter continuous daily at showroom. Contact: BR. 9-8120. Commentator and Publicity: Vera Bacal, PL. 3-8421.		
Thursday May 9 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Coming Of Age"--children's show. Co-chmn.: Cullette B. Touey, Lord & Taylor and Susan Rolontz, Tobe Associates. Prices--$8.00, members; $10.00 guests. Contact: CI. 7-3940.		
Thursday May 9 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Malcolm Starr will present their Summer collection of Frank Starr Originals. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Thursday May 9 2:00 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	TRAPHAGEN SCHOOL OF FASHION	HOTEL NEW YORKER BALLROOM
	Fortieth anniversary fashion showing of original designs by students; fabrics by cooperating American manufacturers. Tickets: $3.00 (evening--sold out); $1.00 (afternoon). Contact: Dorothy Tyroler, CO. 5-2077.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 9 4:30 P.M. Cocktails	EYEGLASS FRAMES BY LOEWY AND SNAITH	CELANESE PLASTICS CO.	PARK LANE HOTEL PETIT SALON
	Presentation of women's eyeglass frames, designed by Raymond Loewy and William Snaith for Titmus Optical Co. By invitation. Publicity: Dorothy Collins at Ellington & Co., 535 Fifth Ave., MU. 7-4300.		
Thursday May 9- May 12	WEEKEND EXPOSITION AND FASHION SHOW	SCHIFFLI LACE AND EMBROIDERY MFRS.ASS'N.	CONCORD HOTEL KIAMESHA LAKE, N.Y.
	Preview and exposition of Schiffli laces, embroideries and fashions created by leading designers. Coronation of Schiffli queen from Fairleigh Dickinson University; exhibit of fashions, designed by students of Pratt Institute; sketches by students of the Fashion Institute of Technology. Press by invitation. Industry by reservation. Contact: Hortense Fillion, SP. 7-8087.		
Friday May 10 3:30 P.M.	ELEVENTH ANNUAL COTTON FASHION AWARD	NATIONAL COTTON COUNCIL OF AMERICA	GRACIE MANSION EAST END AVENUE
	"Blue Ribbon Cottons"--featuring cottons, designed by Gustave Tassell; also fashions by past winners. Cotton award will be presented to Gustave Tassell by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday May 12	MOTHER'S DAY. Theme: "A Medal For Mom." Contact: Aline Blumner, 129 West 30th Street, LO. 5-4700.		
Monday May 13 9:45 A.M. Coffee	PRESS PREVIEW: TRAVEL AND VACATION FASHIONS	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT
	Preview for press of Stern's travel and vacation fashions for Summer. Show at 10:00. By invitation. (For Release, Wed., May 15.) Publicity: Mildred Collins, LO. 5-7960.		
Monday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	HATTIE CARNEGIE (42 EAST 49TH STREET)	SHERATON EAST HOTEL BALLROOM
	"Fashion Show Of The Month"--Summer fashions by Sarmi, available at Hattie Carnegie. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL. 5-1000. Hattie Carnegie contact: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Tuesday May 14 1:00 P.M. Luncheon	FASHION SHOW IN WESTCHESTER	DE PINNA	WESTCHESTER COUNTRY CLUB (RYE, N.Y.)
	De Pinna-Westchester will present "Summer Solar Scope," a fashion show for members and guests of the Westchester Country Club. Show at 2:00. De Pinna Publicity: Betty Flannery, PL. 7-9000. Westchester Publicity: Dorothy Fine, WO. 7-6000.		
Tuesday May 14 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS	LOOMTOGS, INC. & SPORTS EDITIONS	1410 BROADWAY SHOWROOM - 15TH FLOOR
	Active and spectator fashions for Fall, designed by Leo Narducci; also preview of Arnold Palmer ladies' golf clothes by Loomtogs Sport Editions. By invitation. Thereafter continuous showings. Contact: Marilyn Mazza, LA. 4-4671.		
Tuesday May 14 4:00 P.M.	PRESS PREVIEW: FALL FOUNDATIONS	THE FORMFIT CO.	358 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Formfit will present "Effervescents" for Fall 1963 at a wine-tasting party. For the press, by invitation. Publicity: Jo Springer, GR. 3-1445.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 14	OPENING: FALL COLLECTION	NANNETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM - 24TH FLOOR
	Continuous daily showings of Nannette's boutique cashmere sweaters and coordinates. Contact: WI. 7-8130.		
May 15	STERN'S RELEASE DATE--Travel-vacation fashions. Preview May 13.(See Pg.3)		
Wednesday May 15 12:30 P.M. Luncheon	FALL "SPORTING LOOKS" AT LUNCHEON SHOW	JACK WINTER (1410 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
	"Launcheon of Inter-Planetary Pants and Out-of-This World Fashions." By invitation. Continuous daily thereafter at showroom. Contact: Happie Reilly, BR. 9-7495. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Wednesday May 15 3:30 P.M.	MEN'S AND WOMEN'S EVENING FASHIONS	COMMONWEALTH OF PUERTO RICO DEVELOPMENT ADMIN.	HOTEL PLAZA WHITE & GOLD SUITE
	Howard Clothes will present their new collection of San Juan dinner jackets for men; also showing of Abe Schrader's evening fashions. By invitation. Contact: Art Poretz, Publicity Counselors Inc., TE. 8-7100.		
Wednesday May 15 4:30 P.M. Cocktails	"YOUNG FASHIONS FOR FALL 1963"	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR BALLROOM
	Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.		
Beginning Wednesday May 15	SPECIAL GROUP OF EARLY FALL DRESSES	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Continuous daily showings of Cabana's special group of early Fall dresses, designed by Rikki Kilsdonk. Contact: Helen Feinstein, WI. 7-0326.		
Thursday May 16 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS	OHRBACH'S	6TH FLOOR YOUNG IMPORT SHOP
	Ohrbach's will preview their import collection of Summer sportswear and swimwear for children. By invitation. (For Release, Mon., May 20.) Publicity: Mark Klauser, OX. 5-4000.		
Thursday May 16 3:00 P.M.	PREVIEW: FUR-LINED COATS AND SUITS	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview for the press of Style Trends' Fall-Winter fur-lined coats and suits, including a special group of fur-lined suede and leather coats, designed by Betti Belmont. By invitation. Thereafter beginning Tues., May 21, daily at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632.		
Thursday May 16 5:00 P.M. Cocktails	FIRST ANNUAL LEATHER FASHION AWARD	LEATHER INDUSTRIES OF AMERICA	WALDORF-ASTORIA ASTOR GALLERY
	LIA will present their first annual leather fashion award, presented by Mel Salzman, Director of Leather Industries, to Samuel Robert. Fall fashion show and film preview of his fashions from 1945-1963. By invitation. Samuel Robert Publicity: Sara Pennoyer, MU. 2-5162. LIA Publicity: Billie Gould, MU. 6-7956.		
May 20	OHRBACH'S RELEASE DATE--children's imported Summer sportswear. (See Above)		
Monday May 20 10:00 A.M. Coffee	PRESS PREVIEW OF TRAVEL TIME FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR PUBLICITY OFFICE
	"Cotton Is Queen"--preview of travel time fashions. By invitation. (For Release, Tues., May 21.) Publicity: Eileen Goldburg, TR. 5-0195.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL-WINTER COLLECTION	SAMUEL ROBERT, INC. (1407 BROADWAY)	AMERICANA HOTEL ROYAL BALLROOM
	"Award Collection"--preview of Fall fashions in leathers, fabrics, and knits, including skiwear. (Note Change Of Date, Time, and Place.) By invitation. Formal opening in showroom, 27th Floor, Tuesday, May 21 at 9:30 A.M. Thereafter continuous. Publicity: Sara Pennoyer, MU. 2-5162. Contact: LA. 4-4562.		
Tuesday May 21 9:00 A.M. Breakfast	SUB-TEEN FASHION & MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC BALLROOM(B'WAY & 34TH)
	Ninth annual back-to-school subteen fashion and merchandising clinic with complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.		
Tuesday May 21 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview of Fall sportswear and casual dresses. Show at 10:00. By invitation. Continuous thereafter. Contact: Judith Shorten, LO. 3-6126.		
Tuesday May 21 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	"Sportive Look"--collection of shirts, dresses, separates. For press and resident buyers, by invitation. (Note Change Of Date.) Contact: Rhoda Sattler, BR. 9-6560.		
Tuesday May 21 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION	NATALIE GREEN	500 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Premiere showing for the press of "Grand Tour" junior car coat collection, designed by Mr. Josef; a new division of Natalie Green. By invitation. (Note Change Of Date and Time.) Continuous daily thereafter. Contact: LO. 5-1888. Publicity: Ruth Gerson at Ken R. Williams Assoc., WI. 7-4471.		
Tuesday May 21 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of Fall late-day and formal fashions. By invitation. Thereafter June 4, 5, 6, 10, 11, 12, 18 at 1:00 P.M. By reservation. Contact: Jack Sulzer, WI. 7-9470.		
Tuesday May 21 8:00 P.M.- 1:00 P.M.	"CARNAVAL DE PARIS" (LA KERMESSE AUX ETOILES)	LA MAISON FRANCAIS OF N.Y.UNIVERSITY	WASHINGTON MEWS 5TH AVE.& WASH.SQ.
	French carnival for benefit of La Maison Francaise of New York University. Resort fashions by Bonwit Teller, dancing, boutiques, international entertainment, buffet supper. Reservations: $30.00 per person. Contact: Annette Green Assoc., 101 Park Ave., MU. 3-5563.		
Wednesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL DRESS COLLECTION	REMBRANDT (498 SEVENTH AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
	Preview of Fall fashions, designed by Philippe Tournaye for Rembrandt. By invitation. Thereafter in showroom June 5, 6, 11, 12 at 2:30 P.M. By reservation. Contact: Murray Solomon, LO. 4-3600. Publicity: Rosemary Sheehan, MU. 5-1280.		
Cancelled May 22	THE DAVID CRYSTAL PREVIEW OF FALL SUITS, ORIGINALLY SCHEDULED FOR WED., MAY 22 AT 2:30 P.M., HAS BEEN CANCELLED. (OPENING MONDAY, JUNE 3--See Pg.12)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 22 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS"	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
	Preview for press of Sloane's completely redecorated "House Of Years" shop. By invitation. (For Release, Fri., May 24.) (Note Change of Date.) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450.		
Wednesday May 22 11:00 A.M.	OPENING: FALL FOUNDATION COLLECTION	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
	By invitation for press and resident buyers--May 22 at 11:00, 2:00, 3:30. Market--June 3 at 2:00; June 4, 5, 6 at 10:00 and 2:00; June 7 at 10:00; June 10, 11 at 9:30, 11:00, 2:00, 3:30; June 12 at 9:30, 11:00, 2:00; June 13 at 10:00 and 2:00. Publicity: Lila Moren, MU. 5-5740.		
Wednesday May 22 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	HEISER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Collection of Fall dresses, separates, at-home fashions, designed by Silvano of Roma. By invitation. Continuous thereafter. Contact: LO. 3-1534.		
Wednesday May 22 2:00 P.M.	PREVIEW OF FALL LINGERIE FASHIONS	ROGERS LINGERIE	500 FIFTH AVENUE SHOWROOM - 3RD FLOOR
	Resident buyers--May 22 at 2:00, 3:30; May 23 at 2:00, Press--3:30. By invitation. Market: Continuous daily beginning June 3 to 21 with formal showings at 3:00 until June 14. Contact: Toni Dee, OX. 5-0910.		
Wednesday May 22 2:30 P.M.	PREMIERE SHOWING: DESIGNS BY HARDY AMIES	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
	The premiere American showing of dresses, coats, and suits, designed by Hardy Amies of London. By invitation. Continuous daily thereafter. Contact: WI. 7-3968. Publicity: Sue Gardner, TR. 7-4952.		
Wednesday May 22 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ROBERT SLOAN, SPORTSWEAR, INC.	500 CLUB 500 SEVENTH AVENUE
	Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom, 498 Seventh Ave., 7th Floor. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.		
Thursday May 23 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	MELBA HOBSON FOR MR. GEE(1407 B'WAY)	1407 CLUB 1407 BROADWAY
	Fall sportswear, casual dresses, at-home fashions, designed by Melba Hobson. Show at 10:00. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Bernice Lewis, WI. 7-8178.		
Thursday May 23 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Preview for the press of Fall coats and suits. By invitation. Thereafter June 4, 6, 10, 12, 18 at 11:30. Contact: LA. 4-3310.		
Thursday May 23 2:30 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices. Trade daily from Mon., June 3, at 10:30 A.M., except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Thursday May 23 3:30 P.M.	PREVIEW: FALL SUITS AND COATS	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall suits and coats, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 23 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall collection of ensembles, fur-trimmed costumes, cocktail, and evening dresses. For press and resident buyers, by invitation. Thereafter, June 4, 6, 11, 13, 18, 20 at 11:00 A.M. Contact: Leroy Grayson, CH. 4-3488.		
May 23	PRESS SHOWING OF JACK SARNOFF'S FALL COLLECTION AT 4:00 (512 Seventh Ave.).		
May 24	SLOANE'S RELEASE DATE--"House Of Years" shop. Preview May 22.(See Pg.6)		
Monday May 27 10:30 A.M.; 1:30 P.M.	PREVIEW: FALL EVENING AND COCKTAIL FASHIONS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter at 9:30 A.M., June 3, 5, 6, 7, 10, 11, 12, 13, 14, 18, 19. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Monday May 27 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings--Leonard Arkin May 27, June 3, 5, 10 at 10:30; Andrew Arkin May 27, June 3, 5, 10 at 11:30. Contact: Miss Brigitte, WI. 7-5324.		
Monday May 27 11:00 A.M.	PRESS PREVIEW OF GIVENCHY FURS	FEMINA FURS, LTD.	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of the Givenchy collection for Femina Furs; special buyer preview, Fri., June 7 at 2:30. Trade, beginning Mon., June 10 at 2:30, by appointment. Contact: LO. 5-3870. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Monday May 27 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Schiaparelli furs for Fall and Winter. Commentator: Carol Knox. By invitation. Publicity: Ken R. Williams, WI. 7-4471.		
Monday May 27 2:15 P.M.	OPENING OF FALL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Fall collection, designed by Karen Stark and Fernando Bosc, at 2:15, May 27, June 3, 4, 5, 6, 10, 11, 12, 17. By reservation. Contact: CH. 4-4600.		
Monday May 27 3:30 P.M.	ANNUAL FALL FASHION SHOWS	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
	Milliken will present Fall fashions at 3:30 P.M. Showings--May 27 and June 3. Breakfast showings at 7:15 A.M. May 28, 29, June 4, 5, 6, 7, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21. By invitation and ticket only. Fashion & Publicity Director: Claudette Rose, OX. 5-1200.		
Monday May 27 8:00 P.M.	FASHION SHOW AND SUPPER DANCE	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
	Annual fashion presentation, followed by supper and dancing. Contribution per person, $100.00 or more, to "1963 Foundation Fund for Scholarships and Development."(Formal) Contact: LA. 4-1300.		
Tuesday May 28 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	By invitation. Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13, 18. By appointment. Contact: Herbert Gallant, LA. 4-7286.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 28 10:00 A.M.	OPENING: FALL COATS & SUITS	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Jack Sarnoff's Fall collection of coats and suits, designed by Molly. Showings, May 28, June 4, 6, 11, 13, 18 at 10:00 A.M. By reservation. Contact: PE. 6-7121.		
Tuesday May 28 10:30 A.M.	OPENING OF FALL COLLECTION	PATTULLO-JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showings--May 28, June 4, 5, 7, 11, 13, 18, 21 at 10:30 A.M. By appointment. Press showing, Thurs., June 6 at 9:30 A.M.(breakfast). By invitation. Contact: LO. 3-5650.		
Tuesday May 28 10:30 A.M.	OPENING OF FALL COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings at 10:30, May 28, 29, June 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By appointment. Contact: LA. 4-7540. Publ.: Ruth Hammer Assoc., EL.5-7872.		
Tuesday May 28 11:00 A.M.	PREVIEW: FALL JUNIOR DRESS COLLECTION	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and buyers, by invitation. Thereafter beginning June 3, Mondays through Thursdays at 2:30. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Tuesday May 28 1:00 P.M.	OPENING OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy's Fall collection on May 28, 29, June 4, 5, 6, 11, 12 at 1:00. By appointment. Contact: Lee Lerner, LO. 3-0988.		
Tuesday May 28 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of junior Fall fashions, designed by Anne Klein, May 28, June 3, 4, 5, 10, 11, 12, 13 at 1:00 P.M. Contact: LO. 4-0462.		
Tuesday May 28 1:15 P.M.	OPENING OF FALL COLLECTION	GOTHE (DAVID GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Gothe's Fall collection of afternoon, cocktail, and evening fashions, designed by Brownere, May 28, June 4, 6, 11, 18 at 1:15 P.M. By reservation. Contact: Lucile Gordon or Larry Farragut, LO. 5-2727.		
Tuesday May 28 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 28, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30. Press showing, Monday, June 3 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.		
Tuesday May 28 4:00 P.M.	PREMIERE SHOWING: "RITTER SPORT"	RITTER BROTHERS (224 WEST 30TH ST.)	PLACE TO BE ANNOUNCED
	Premiere showing of "Ritter Sport" fur collection. For press and buyers, by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday May 28 4:00 P.M. Champagne	PREVIEW OF FALL COLLECTIONS	JONNY HERBERT, INC.; PABS LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Jonny Herbert's Fall junior dresses, costumes, cocktail and evening fashions. Pabs' misses cocktail-evening collection. Show at 4:30. By invitation. Continuous thereafter. Contact: Carolyn Carpenter, LO.5-6900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 28 6:30 P.M. Cocktails-Dinner	DINNER-FASHION SHOW FOR FALL 1963	DU PONT COMPANY	HOTEL PLAZA BALLROOM
	Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N.Y. Couture Group. Preview of trend-setting styles for Fall 1963. Cocktails--6:30 Terrace Room; Dinner--8:00, Ballroom, followed by show. For retail store executives, buyers, and press. By invitation only. Trade contact: Nancy Hamilton, LO. 3-6400, Ext. 4262. Press contact: Mabel Henderson, Ext. 4375.		
Wednesday May 29 10:30 A.M.	PREVIEW OF FALL COLLECTION	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Helena Barbieri's collection of cocktail and evening fashions. By invitation. Thereafter at 9:30, June 4, 6, 11, 12, 13. Contact: CH. 4-3169.		
Wednesday May 29 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall-Winter coats, suits, ensembles, designed by David Kidd. Showings at 11:30, May 29, June 3, 5, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
Wednesday May 29 12:00 Noon Luncheon	FALL SPORTSWEAR FASHIONS 1963	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	HOTEL AMERICANA BALLROOM
	Co-chmn.: Virginia Booth, Lord & Taylor; and Nonnie Moore, "Mademoiselle Magazine." Prices: $10.00, members; $15.00, guests. Contact: CI. 7-3940.		
Wednesday May 29 1:00 P.M.	OPENING OF FALL COLLECTION	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showings at 1:00 P.M., May 29, June 3, 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By reservation. Contact: PE. 6-0206.		
Wednesday May 29 1:15 P.M.	OPENING OF FALL DRESS COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Fall dresses and ensembles. By invitation. Thereafter, June 3, 5, 10, 12, 18 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.		
Wednesday May 29 2:30 P.M.	OPENING OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30 P.M. Contact: PE. 6-6983.		
Monday June 3 10:30 A.M.	OPENING: FALL WHOLESALE COLLECTION	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Showing of Hattie Carnegie's Fall wholesale collection, June 3, 7, 10, 14 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.		
Monday June 3 11:00 A.M.	PRESS PREVIEW: INTIMATE APPAREL	CHRISTIAN DIOR	PARK LANE HOTEL PETIT SALON
	By invitation. Market--June 3 through June 7; June 10 through June 14 at 9:30, 2:30, 4:30, at Park Lane Hotel, Petit Salon. Contact: Press--Lila Moren; Trade--Anna Alford, MU. 5-5740.		
Monday June 3 11:30 A.M.	PRESS PREVIEW: COMPLETE FALL COLLECTION	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Preview for Fall, including cocktail and evening knits, petites, fashions for private lives, and furs. By invitation. Thereafter at 12:00 Noon, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Petites at 4:30 P.M., June 5, 10,13. Contact: Ruth McLaughlin, LO. 4-6337.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 3 2:00 P.M.	PREVIEW OF FALL-WINTER FUR FASHIONS	QUALITY FURS-MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall-Winter fur fashions; also showing of "Sportive Look" in young fur fashions. By invitation. Contact: Herman Suskind, CH. 4-7551.		
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M.(See Pg. 8)		
Monday June 3 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.		
Monday June 3 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 4:00 P.M., June 3, 4, 5, 10, 11, 19. Contact: PE. 6-5547.		
Monday June 3 4:00 P.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	COOPCHIK-FORREST, INC. (333 SEVENTH AVENUE)	THE FOUR SEASONS 99 EAST 52ND STREET
	Fur fashions, designed by Andre Fath and Luis Estevez, for Coopchik-Forrest. By invitation only. Contact: Ellyn Fleischer, LO. 4-4726.		
Monday June 3 4:00 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION	HELGA (722 SO.LOS ANGELES ST.)	HOTEL GOTHAM
	Preview of Fall collection. By invitation. Thereafter, by appointment. Contact: Walter Oppenheimer, MAdison 7-0806 (L.A.); beginning May 31, CI. 7-2200 (N.Y.).		
Monday June 3 4:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	By invitation. Showings thereafter at 10:30, June 6, 11, 13, 19. By reservation. Contact: JU. 2-2317.		
Monday June 3 5:00 P.M.	FALL CALIFORNIA FASHIONS IN NEW YORK	JEAN LOUIS OF CALIFORNIA	HOTEL PLAZA WHITE & GOLD SUITE
	By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday June 3 6:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK	MARUSIA ORIGINAL (165 N.ROBERTSON,L.A.)	ST. REGIS HOTEL
	Marusia Original and Marusia Bazaar will present Fall-Winter showing of coats, suits, dresses, costumes, cocktail and evening gowns. By invitation. Thereafter by appointment. Contact: Alice Driver, OLympia 2-7730(L.A.); beginning June 3, PL. 3-4500(N.Y.).		
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE.& 57TH ST.
	Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: $7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.		
Beginning Monday June 3	OPENING: FALL COLLECTIONS	ALFRED WERBER,INC. (ST. LOUIS, MO.)	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Continuous daily showings of Alfred Werber's Fall junior fashions and True Talls in junior styles; also premiere showing of Vera Hicks' couturiere collection at popular prices. Contact: LA. 4-0648.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 3	OPENING OF FALL COAT COLLECTION	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings. Contact: Phyllis Schorr, LO. 4-6886.		
Beginning Monday June 3	OPENING OF FALL SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Daily showings of David Crystal's Fall suit collection, including "sportive" all-purpose coats. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Beginning Monday June 3	SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. (Special show, Wed., June 5 at 5:00 P.M.) By invitation. Contact: Alan Baron, PE. 6-8867.		
Beginning Monday June 3	OPENING: FALL COLLECTION	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE.& 37TH ST.
	Phelps' Fall separates, dresses, coats, accessories. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, after June 3, MU.5-7674.		
Beginning Monday June 3	SHOWING: COMPLETE FALL COLLECTION	RONA DRESS COMPANY	1407 BROADWAY SHOWROOM - 19TH FLOOR
	Showing of complete Fall dress collection, designed by Lee Shapiro for Rona Dress. Contact: CH. 4-3872.		
Beginning Monday June 3	OPENING: FALL KNITWEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
	Fall knitted dresses, coats, ensembles. Contact: Robert Brown, LO. 4-1080.		
Tuesday June 4 8:30 A.M. Breakfast	SHOWING OF FOGA FASHIONS	CELANESE FIBERS CO. (522 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
	"American Opulence"--Fall fashions in fabrics of Celanese fibers by 15 members of the Fashion Originators Guild of America. Show at 9:00. By invitation only. Contact: Dorothy Wallace, TN. 7-2000, Ext. 2431.		
Tuesday June 4 9:00 A.M.- 3:00 P.M.	SHOWING OF PEARL FASHIONS AT OPEN HOUSE	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
	Imperial Pearl will present "3000 years of fashion in pearls, authentically costumed "(Omelet breakfast). By invitation. Publicity: Ethel Aaron at Daniel J. Edelman Assoc., JU. 2-5380.		
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Mr. Rene Tixier, LO. 4-3246.		
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Designed by Constantino. By invitation. Director and Commentator: Mia Grau, PL. 5-1127. Trade showings beginning Thurs., June 6, daily at 10:00 A.M. By reservation. Contact: Harry Feldman, PE. 6-6944.		
Tuesday June 4 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 4 10:30 A.M.	OPENING OF FALL COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Designed by Wilson Folmar. Showings at 10:30, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.		
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday June 4 11:30 A.M.	OPENING: FALL KNIT FASHIONS	ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 4 and 11 at 11:30. Contact: Miss Brigitte, WI. 7-5324.		
Tuesday June 4-June 5 12:00 Noon Luncheon	FASHIONS IN LUREX-ZEFKROME-ZEFRAN	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
	Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5 at 1:00 P.M. For press and retailers, by invitation. Dow Retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.		
Tuesday June 4 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new coat collection, showing at 12:00 Noon, June 4, 5, 6, 11, 12, 13, followed by luncheon. By invitation. Contact: Matty Beskind, CH. 4-3512.		
Tuesday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Countess Alexander's Fall daytime, cocktail, and evening couture fashions. By invitation. Contact: CH. 4-5693.		
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION	HAROLD LEVINE, CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine's Fall collection, designed by Don Breitinger, June 4, 6, 11, 13, 18. By reservation. Contact: LA. 4-0237.		
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Executives from the fashion field will attend the School's 26th graduating class; presentation of alumnae awards. By invitation. School contact: Lorraine Helfont, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.		
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats June 4, 5, 6, 10, 11, 13 at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.		
Tuesday June 4 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	A.NEUSTADTER & SON	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall-Winter fur collection, designed by Betti Yokova. By invitation. Contact: Marc Spaulder, LA. 4-3365.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 4 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. By invitation. Thereafter Tues., Wed., Thurs., through June 21 at 2:30.	HOUSE OF JAMISON Contact: Katherine Farmer, OX. 5-4812.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC "Mlle In Collegeland"--Back-to-school fashions from August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Tickets: $10.00, by invitation only. Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 4 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. Thereafter June 5, 6, 11, 12, 13, 18, 19, 20 at 12:00 Noon. By reservation. Contact: Mr. Revell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 4 4:00 P.M.	OPENING OF FALL COLLECTION Showings June 4 and 11 at 4:00 P.M. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 5:30 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK Preview of Travilla's Fall collection. For press and buyers, by invitation. Contact: Gina Cord, OL. 2-0723(L.A.); after June 4, PL. 9-3000(N.Y.).	TRAVILLA (853 N.LA CIENEGA, L.A.)	HOTEL PLAZA
Tuesday June 4 9:00 P.M.	OPENING OF FALL COLLECTION Opening of Burke-Amey's Fall collection. By invitation (black tie). Thereafter by appointment. Contact: Miss Taylor, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Showing of Jerry Silverman's Fall collection, designed by Shannon Rodgers. By appointment only. Contact: CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 5 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. Show at 9:15. Tickets: $3.50. Contact: Peg O. Benson, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 5 9:30 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Fantasia will present their Fall-Winter fur fashions. By invitation. Contact: LA. 4-0330. Publicity: Alan Eisen, TN. 7-1050.		
Tuesday June 5 10:30 A.M.	OPENING OF FALL COLLECTION	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Fall collection, designed by Tina Leser for David M. Goodstein, June 5, 11, 13, 18, at 10:30 A.M. By reservation. Contact: LA. 4-2577.		
Wednesday June 5 12:00 Noon	OPENING: FALL COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also June 10 and 19 at 12:00 Noon. By reservation. Contact: WI. 7-0152.		
Wednesday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings at 12:00 Noon on June 5, 6(Press), and 7, followed by luncheon. Also June 11, 12, 13 at 12:00 Noon. By reservation. Contact: LA. 4-5800.		
June 5	PREVIEW BY DOW CHEMICAL, 350 FIFTH AVE., AT 12:00 NOON. (See Pg. 12)		
Wednesday June 5 1:00 P.M.	OPENING OF FALL COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 1:00 P.M., June 5, 6, 10, 11, 12, 17, 18, 19. By reservation. Contact: Jean Roberts, LA. 4-3520.		
Wednesday June 5 1:15 P.M.	OPENING: FALL COLLECTION	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings June 5, 6, 13, 14, 20 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.		
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.		
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings at 2:30 P.M., June 5, 11, 13, 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday June 5 3:00 P.M.	OPENING: FALL DRESS COLLECTION	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 5 and 11 at 3:00. Contact: Miss Brigitte, WI. 7-5324.		
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. For retail stores, by invitation only. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100.		
Wednesday June 5 4:00 P.M. Cocktails	OPENING: FALL COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Malcolm Starr will present the Frank Starr Originals, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter, June 6, 11, 13, 19 at 4:00 P.M., by appointment. Contact: Marion Auley, LA. 4-7690.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 5 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Cabana will present their Fall collection of dresses, separates, and "Private Life" fashions, designed by Rikki Kilsdonk. For press and buyers, by invitation. Thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.		
Wednesday June 5 5:00 P.M. Cocktails	SPECIAL SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Fall coat collection at special showing. By invitation. Contact: Alan Baron, PE. 6-8867.		
June 6	PATTULLO-JO COPELAND PREVIEW FOR THE PRESS AT 9:30 A.M. (See Pg. 8)		
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of petite fur fashions, styled by David Dana. By invitation. Contact: Miss Lillian, LA. 4-0105.		
Thursday June 6 11:30 A.M.	OPENING: FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Dorothy Farbo. By invitation. Thereafter June 6, 11, 13, 19 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.		
June 6	PRESS SHOWING OF CEIL CHAPMAN'S FALL COLLECTION AT 12:00 NOON. (See Pg.12)		
Thursday June 6 12:00 Noon	OPENING: FALL COLLECTION	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showing of the Mollie Parnis collection, June 6, 11, 12, 13 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.		
Thursday June 6 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings at 2:30, June 6, 11, 12, 13, 18, 20; and June 26 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.		
Thursday June 6 3:00 P.M.- 6:00 P.M. Cocktails	TRADE SHOWING: OVER-THE-COUNTER FABRICS	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
	Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by leading companies. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.		
Thursday June 6 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Buyer showings: June 10, 12, 14 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.		
Beginning Thursday June 6	OPENING OF FALL COLLECTION	KLEIN & BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall collection of dresses and costumes at daily showings. Contact: Alfred Blaikie, BR. 9-7580.		
Friday June 7 9:30 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	LAURENCE H. KAYE FURS (345 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
	Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom. Contact: OX. 5-8340.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. All showings by invitation only. Contact: Mary Feld, WI. 7-4968.		
Friday June 7 12:45 P.M. Luncheon	PRESS PREVIEW: FALL BOUTIQUE COLLECTION	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE.& 61ST ST.
	John Weitz will preview his boutique collection for Fall, available at Henri Bendel. Shoes by Evins. By invitation only. Contact: Virginia Scoville, LO. 3-4920.		
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	For buyers, June 10 at 11:00 and 3:00. Press preview, Wed., June 12 at 4:00 P.M. All showings by invitation. Contact: CH. 4-7270.		
Monday June 10 11:00 A.M.	OPENING: FALL-WINTER FUR FASHIONS	KOTUK & ACKERMAN	345 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Fall-Winter fur fashions; also showing of a special group, designed by Rodger Robinson. (Press preview, Tues., June 11 at 4:00 P.M.-cocktails.) Both shows by invitation. Thereafter daily through June 28 at 10:00 and 2:00, by appointment. Contact: Mr. Ackerman, LO. 3-5945.		
Monday June 10 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings, Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.		
Monday June 10 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTIONS	MARTINI DESIGNED;& MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Fall collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By reservation. Also showing June 12, 17, 19 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Monday June 10 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Sam Friedlander's Fall collection, designed by Bob Bugnand. By invitation. Thereafter by appointment. Contact: Sylvan Fox, PE. 6-2663.		
Monday June 10 4:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.		
Tuesday June 11 8:30 A.M. Breakfast	PREVIEW OF KNIT FASHIONS FOR FALL	ALAMAC KNITTING MILLS	THE FOUR SEASONS 99 EAST 52ND STREET
	Showing of knit fashions for Fall 1963, by leading American designers. Showing at 9:15. By invitation. Contact: Irene Golub, OX. 5-1445.		
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
	Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 11 12:00 Noon	OPENING: FALL COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Fall dresses, costumes, and coats, designed by John Moore. Thereafter, June 13, 18, 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.		
Tuesday June 11 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings June 11, 12, 18 at 1:15 P.M. By reservation. Contact: LO. 5-6453.		
Tuesday June 11 2:30 P.M.	PREVIEW: FALL HAUTE COUTURE FASHIONS	DARIEUX CREATIONS	491 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall afternoon, cocktail, and evening fashions, designed by Robert Darieux. By reservation. Thereafter by appointment. Contact: LO. 5-8511.		
June 11	KOTUK & ACKERMAN'S PRESS PREVIEW OF FUR FASHIONS AT 4:00 P.M. (See Pg.16)		
Tuesday June 11 5:30 P.M. Cocktails	PREVIEW: CALIFORNIA FALL COLLECTION	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
	Preview of Fall collection. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178(L.A.); beginning June 11, PL. 9-3000(N.Y.). Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
	Preview of Fall import fashions; also showing of Fall-Winter furs by Fontana. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.		
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.		
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Pg. 16)		
Wednesday June 12 4:30 P.M. Cocktails	SHOWING OF FUR FASHIONS	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL SKYTOP ROOM(18TH FL.)
	"Salute To The States"--American Fur Market fashion show. By invitation. Contact: Marcelene Slutzker at Ruder & Finn, 130 E. 59, PL. 9-1800.		
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.		
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A.M. Both shows by invitation. Contact: BR. 9-0633. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.		
Friday June 14 9:00 A.M.& 12:00 Noon	AMERICAN READY-TO-WEAR SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM
	Breakfast and luncheon showings at 9:00 A.M. and 12:00 Noon. More details in a later issue. Contact: CI. 7-3940.		

1964

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